

# **BUSINESS EDUCATION INDEX-1942**

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**DELTA PI EPSILON**

**THE BUSINESS EDUCATION WORLD**



# BUSINESS EDUCATION INDEX 1942

*An Author and Subject Index of Business Education Articles  
Compiled from a Selected List of Periodicals and  
Yearbooks Published during the Year 1942*

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## DELTA PI EPSILON FRATERNITY

**NATIONAL HONORARY GRADUATE FRATERNITY  
IN BUSINESS EDUCATION**

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# THE BUSINESS EDUCATION WORLD

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## FOREWORD

This year's edition of the *Business Education Index*, 1942 was organized under most trying conditions. Dr. Hughes, the editor, went into service with the Army Air Corps just when he was in the midst of organizing his material. In spite of this handicap, Lieutenant Hughes has developed a most useful contribution. We all know that much appreciation is due to Mrs. Hughes for taking over so much of the detail.

We are planning to continue the *Business Education Index* during the war period. It may be necessary, however, to combine the references for the next two years or possibly even for the next three years into one volume. If that should be the case, we may be able to compile a complete Index for the five or six years of cumulated references.

This year's Index should be of a special interest not only in terms of the present situation but in future years, for it will index the many fine contributions that graphically illustrate the significant changes that have been taking place in business education during the last school year.

HERBERT A. TONNE  
*Chairman, Publications Committee*  
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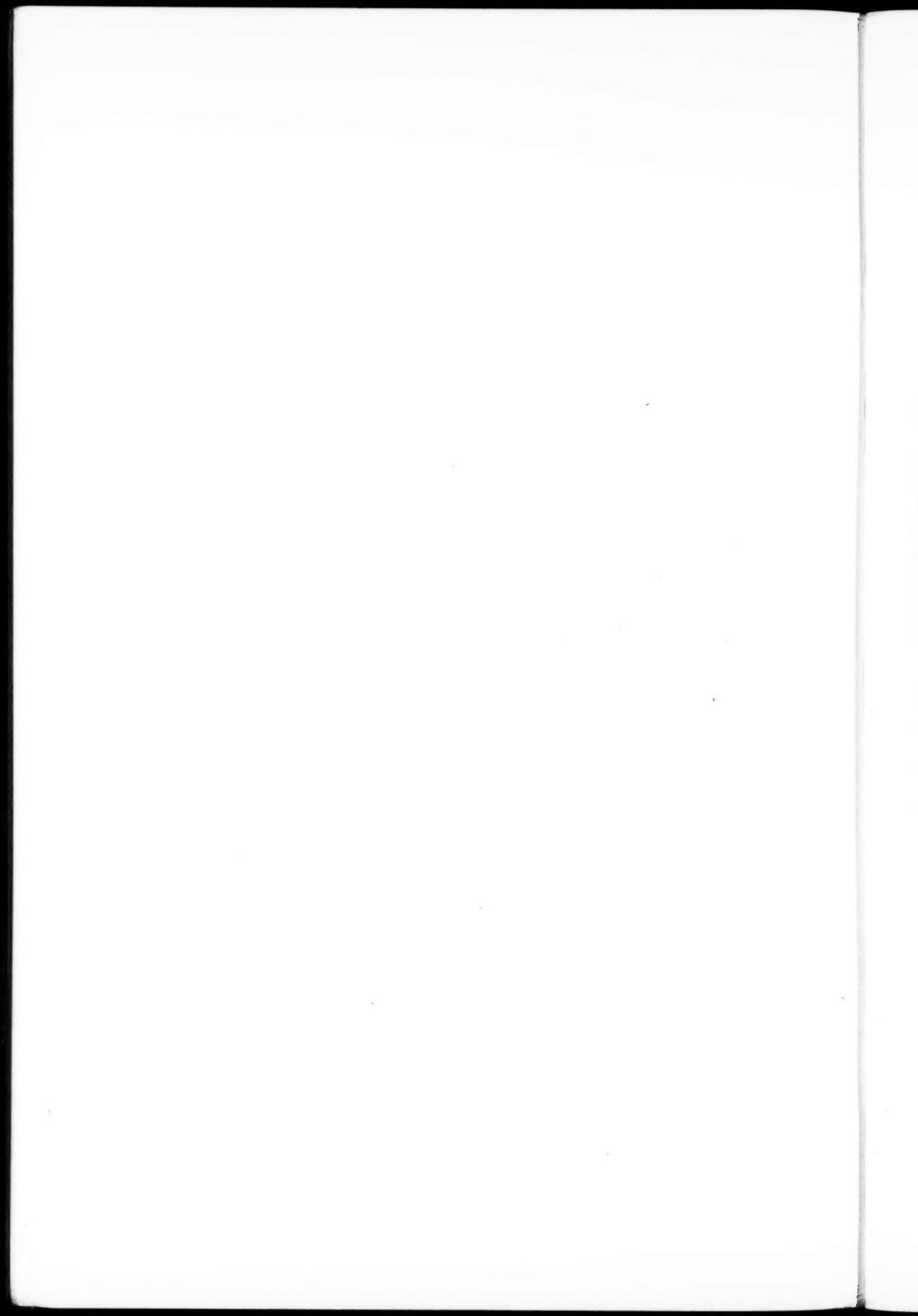
## PREFACE

References listed in the 1942 issue of *Business Education Index* were obtained from the leading business education publications that appeared during the year 1942. In addition, numerous bulletins, monographs, and Government pamphlets are included. All these are indexed by author and subject in an alphabetical arrangement and, as such, constitute the only index published that is devoted exclusively to business education. Our aim in compiling this material is to produce an authoritative source reference available to members of Delta Pi Epsilon fraternity, and to those in the teaching profession who are doing advanced graduate study.

We wish to make acknowledgment to the H. W. Wilson Company for use of the *Education Index* as a guide. To the editors and business managers of the many organizations who have co-operated in supplying our staff with copies of their publications, I acknowledge appreciation. Finally, I wish to thank the four members of the Fraternity who have served on this staff in the preparation of this information. Several of the staff members have served in this capacity three years.

Lt. EUGENE H. HUGHES, Army Air Corps  
*Editor of Index*

*Note:* Corrections, inquiries, and editorial comment should be addressed to Dr. M. Herbert Freeman, West Side High School, Newark, New Jersey.



## INTRODUCTION

It is inevitable that civilian activities will be modified by the demands of the war. Some accepted peacetime activities must be dropped entirely in order that time and energy and money may be devoted to essential war work. Those who live up to their responsibilities for providing effectively for the education of youth serve their country just as do those who serve in the armed forces. The preparation of materials for teaching is an essential factor in education.

This present issue of the *Index* comes off the press at a time when teachers and students of business education need to have every facility for shortening and improving their work. One way to further a speed-up program is for teachers and students to make full use of carefully compiled bibliographies. This issue of the *Index* is, therefore, more than just another service to the members of Delta Pi Epsilon; it is a service to all who work and study in the area of business education.

Teachers are alert to the need for determining conflicts and agreements in the thinking of our writers. For this purpose, the *Index* is indispensable because of the listing of related articles under common and easily identified headings. The publication serves graduate and undergraduate students equally well.

This is a service publication. It is to be used. There is no other justification for its publication than that it will be used. Delta Pi Epsilon members will serve our fraternity well and our profession better if they will share their copies with others and make known to them how they may buy copies for themselves.

Those charged with the task of compiling and editing the *Index* have lived up to their responsibility, in spite of their all-absorbing preoccupation with war activities. They deserve and have the gratitude of all members of Delta Pi Epsilon. This is a service that must continue. In war or in peace, this service is essential. It is with a feeling of pride in the continuing service of Delta Pi Epsilon that the national officers commend this publication to all members.

D. D. LESSENBERY  
*National President*

## BUSINESS EDUCATION PERIODICALS INDEXED

Bal Sheet—Balance Sheet. W. Harmon Wilson, ed., South-Western Publishing Company, 201-203 West 4th Street, Cincinnati, Ohio.

Ball State CJ—Ball State Commerce Journal. M. E. Studebaker, ed., Department of Business Education, Ball State Teachers College, Muncie, Indiana.

Beacons on Bus Ed—Beacons on Business Education. Business Education Department, Teachers College of Connecticut, New Britain, Connecticut.

Bus Ed Digest—Business Education Digest. Eleanor Skimin, ed., National Business Teachers Association, 2330 Grand River Ave., Detroit, Michigan.

Bus Ed Observer—Business Education Observer. Rosa Scally, ed., Senior High School, New Brunswick, New Jersey.

Bus Ed World—Business Education World. John Robert Gregg, ed., Gregg Publishing Company, 270 Madison Avenue, New York, New York.

CEANY—Commercial Education Association of New York City and Vicinity. Adjusting business education to war needs; special bulletin 1941-1942. Hamden L. Forkner, ed. For sale by New York University bookstore.

C Ed—Commercial Education Bulletin. Laura Hamilton, ed., Whitewater State Teachers College, Whitewater, Wisconsin.

Connecticut Bus Educ—Connecticut Business Educator. Frank H. Ash, ed., School of Business Administration, University of Connecticut, Storrs, Connecticut.

ECTA—Eastern Commercial Teachers Association. Fifteenth Yearbook 1942. Paul L. Salsgiver, ed. For sale by New York University bookstore.

Gregg W—Gregg Writer. John Robert Gregg, ed., Gregg Publishing Company, 270 Madison Avenue, New York, New York.

J Bus Ed—Journal of Business Education. Herbert A. Tonne, ed., Trethaway Publishing Company, Inc., 512 Brooks Bldg, Wilkes-Barre, Pennsylvania.

Louisiana Commerce T—Louisiana Commerce Teacher. Herbert A. Hamilton, ed., The Commerce Section of The Louisiana Teachers Association, Southwestern Louisiana Institute, Lafayette, Louisiana.

M Bus Ed—Modern Business Education. A. J. Lawrence, ed., Southern Business Education Association, University of Kentucky, Lexington, Kentucky.

NABTTI—National Association of Business Teacher-Training Institutions. Benjamin R. Haynes, ed., School of Business Administration, University of Tennessee, Nashville, Tennessee.

NBTA—National Business Teachers Association. Eighth Yearbook 1942. McKee Fisk, ed., Woman's College, University of North Carolina, Greensboro, North Carolina.

N Bus Ed Q—National Business Education Quarterly. Anson B. Barber, ed., 1201 Sixteenth Street, N. W., Washington, D. C.

N Contest J—National Contest Journal. George R. Tilford, ed., New York State Business Education Contest Association, 101 Slocum Hall, Syracuse University, Syracuse, New York.

Review Bus Ed—Review of Business Education. Oklahoma Agricultural and Mechanical College and the Oklahoma Commercial Teachers Federation, Stillwater, Oklahoma.

SBEA—Southern Business Education Association. Third Yearbook 1941-1942. L. C. Fowler, ed. (Published in Modern Business Education Mar-May, 1942)

TS Bus Educ—Tri-State Business Educator. J. K. Stoner, ed., Mayer Press, 235 Collins Avenue, Pittsburgh, Pennsylvania.

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American School Board Journal. Bruce Publishing Company, 540 North Milwaukee Street, Milwaukee, Wisconsin.

Business Week. McGraw-Hill Publishing Company, Inc., 330 West 42d Street, New York, New York.

Clearing House. 207 Fourth Avenue, New York, New York.

College English. University of Chicago Press, 5750 Ellis Avenue, Chicago, Illinois. Commonweal. Commonweal Publishing Company, Inc., 386 Fourth Avenue, New York, New York.

Dictaphone Educational Forum. Educational Division, Dictaphone Corporation, 750 Graybar Building, New York, New York.

Education. Palmer Company, 370 Atlantic Avenue, Boston, Massachusetts.

Education Digest. P. O. Box 100, Ann Arbor, Michigan.

Education For Victory. Superintendent of Documents, Government Printing Office, Washington, D. C.

Educational Record. American Council on Education, 744 Jackson Place, N. W., Washington, D. C.

High Points. New York City Board of Education, Room 925, 110 Livingston Street, Brooklyn, New York.

Industrial Arts and Vocational Education. Bruce Publishing Company, 540 North Milwaukee Street, Milwaukee, Wisconsin.

Journal of Social Psychology. Journal Press, 2 Commercial Street, Provincetown, Massachusetts.

Junior College Journal. 730 Jackson Place, N. W., Washington, D. C.

Kentucky. University. Proceedings of the eighteenth annual education conference and the seventh annual meeting of the Kentucky association of colleges and secondary schools, 1941. 235p. The University, Lexington, Kentucky.

Michigan Vocational Outlook. State Board for Vocational Education, Lansing, Michigan.

Montana Education. Montana Education Association, 403 Power Block, Helena, Montana.

National Education Association Proceedings, 1942. 1201 16th Street, N. W., Washington, D. C.

Nation's Business. Chamber of Commerce of the United States, 1615 H Street, N. W., Washington, D. C.

Nation's Schools. Nation's Schools Publishing Company, 919 North Michigan Avenue, Chicago, Illinois.

New York Times Magazine. New York Times, New York, New York.

Occupations. 525 West 120 Street, New York, New York.

Office Economist. Art Metal Construction Company, Jamestown, New York.

Pennsylvania. University. School of Education. Roads to the Future; twenty-eighth annual schoolmen's week proceedings, March 26-29, 1941. 481p. University of Pennsylvania Press, 3622 Locust Street, Philadelphia, Pennsylvania.

Phi Delta Kappan. Phi Delta Kappa, 2034 Ridge Road, Homewood, Illinois.

Pittsburgh Schools. Board of Public Education, 155 Administration Building, Pittsburgh, Pennsylvania.

Popular Mechanics. Popular Mechanics Company, 200 East Ontario Street, Chicago, Illinois.

Practical Home Economics. Lakeside Publishing Company, 468 Fourth Avenue, New York, New York.

Psychological Bulletin. American Psychological Association, Inc., 1822 Sherman Avenue, Evanston, Illinois.

School (Secondary edition). Ontario College of Education, 371 Bloor Street, West, Toronto Five.

School Executive. 470 Fourth Avenue, New York, New York.

School Review. Department of Education, University of Chicago, 5835 Kimbark Avenue, Chicago, Illinois.

Secondary Education. Department of Secondary Teachers, National Education Association, Room 602, 130 West 42d Street, New York, New York.

Sierra Educational News. California Teachers Association, 155 Sansome Street, San Francisco, California.

Texas Outlook. Texas State Teachers Association, 410 East Weatherford Street, Fort Worth, Texas.

Times Educational Supplement. Printing House Square, London, E.C. 4.

Western Illinois State Teachers College Quarterly. Western Illinois State Teachers College, Macomb, Illinois.

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War and education  
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Youth

*Key to Abbreviations*

Apr	April	jt	joint
assn	association	Ju	July
Aug	August	Mar	March
auth	author	misc	miscellaneous
ave	avenue	nat	national
bd	board	no	number
bldg	building	Nov	November
bul	bulletin	Oct	October
bur	bureau	p	pages
bus	business	pl	place
co	company	pt	part
comp	compiled, compiler	pub	publishing, publisher
Dec	December	pubs	publications
dept	department	sec	secondary, secretary
doc	documents	Sept	September
ed	edited, edition	ser	series
	education, editor	sq	square
Feb	February	st	street
Jan	January	supt	superintendent
Je	June	univ	university
jr	junior	v	volume

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Punctuation in a nutshell. Gregg W 44: 509 Je '42

### ABNEY, Velma Overne

Gregg shortcuts are my hobby. Gregg W 44: 399-401 Apr '42

A vocabulary of radio terms. Gregg W 44: 475-7; 561-2 May-Je '42

### ABRAMS, Ray

Business education in a world at war. Bal Sheet 24: 62-4 Oct '42; Bus Ed Digest 6: 235-6 Dec '42

Wartime emergency method employed in the Maybin school for graduates, New Orleans, Louisiana. M Bus Ed 9: 18-19 Nov '42

### ACCOUNTING

Adjusting accounting and record-keeping to war needs. (In CEANY special bulletin 1941-1942. Adjusting business education to war needs p21-32)

The application of machine methods to the field of accounting. Harold Boyack. Bal Sheet 24: 110-12 Nov '42

Dictionary of bookkeeping and accounting terminology. 31p. South-Western '42

First-year accounting must assume more responsibility. Vera Mignon Amerson. J Bus Ed 17: 13-14 Mar '42

The fundamental equation is fundamental. Paul W. Cutshall. Bal Sheet 23: 346-9 Apr '42

Keeping ahead of the auditor. Harvey A. Andru. Bal Sheet 23: 292-4 Mar '42

Office machine instruction needs in the accounting field. Mary Stuart. N Bus Ed Q 11: 19-22 Oct '42

A unit in controlling accounts. J. C. Morrissey. Fifteenth yearbook ECTA 429-31 '42

A unit plan for teaching pay rolls and pay roll taxes. William H. Valentine. Fifteenth yearbook ECTA 130-6 '42

### ADMINISTRATION and supervision

Administrative problems during the war period. Louis A. Rice. Fifteenth yearbook ECTA 468-71 '42

The administrator and the business department. G. H. Parker. M Bus Ed 8: 8-9 Jan '42

Budgeting expenses for the sound financial administration of the private business college. Charles H. Forrest. Fifteenth yearbook ECTA 463-7 '42

Future problems in business education. Paul W. Cutshall. Bal Sheet 23: 208-10 Jan '42

### ADMINISTRATION and supervision (*continued*)

Laying the ground work for a vocational adult extension training program. Jack Milligan. Bal Sheet 24: 4-7 Sept '42

No dumping allowed. Norman E. King. Bal Sheet 24: 115 Nov '42

Organization and administration of business education. Eighth yearbook NBTA 42-88 '42

Planning the work of a commercial department; some useful suggestions. R. C. Swerdleger. School (Sec ed) 31: 126-9 Oct '42

What responsibilities face business education administrators tomorrow? Vernal H. Carmichael. Bus Ed Digest 6: 46-7 Mar '42

### ADVERTISING

The advertising class in war time. Edward Reich. J Bus Ed 18: 23 Dec '42

Selling advertising in a school newspaper. John T. Walter. Bus Ed World 23: 7-9 Sept '42

Social values of advertising as a subject for the commercial curriculum. Robert H. Shorney. Bal Sheet 23: 220 Jan '42

Unit planning for the teaching of retail store advertising in a one-year retailing course. Alfred A. Sessa. Fifteenth yearbook ECTA 292-6 '42

We are all salesmen. Harry D. Smith. Bus Ed World 23: 205-6 Dec '42

### AGNEW, Peter L.

Wartime needs for office workers; abstract of a report on an ECTA committee. Bus Ed World 22: 920-1 Je '42

### AHLERING, Inez

Personalized instruction in typewriting. J Bus Ed 18: 19-20 Sept '42

### ALBER, Olga

Does a commercial club in high school pay dividends? Gregg W 44: 389-90 Apr '42

### ALDRICH, Clara E.

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### ALLEMAN, George M.

Planning a unit of work on consumer protection. Fifteenth yearbook ECTA 195-200 '42

### ALPIN, G. L.

A placement-survey project. Bus Ed World 22: 437-9 Jan '42

### AMERICAN association of collegiate schools of business

Proceedings of the 23d annual meeting, School of business administration, University of Minnesota, May 1-3, 1941. 136p. The assn, H. V. Olsen, sec, Amos Tuck school, Dartmouth college, Hanover, N. H. '41

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**AMERICAN council on education**

What should teachers do? A section of the recent statement of the Commission on teacher education. *Bus Ed Digest* 6: 238 Dec '42

**AMERICAN council on education. Commission on teacher education.**

This war and the teacher. (Prepared by Eleanor Skimin. *Bus Ed Digest* 6: 159-62 Oct '42)

**AMERICAN council on education. Youth commission.**

Symposium on youth and the future; the general report of the American youth commission. *Educational Record* 23: 283-304 Apr '42

Youth and the future; general report. 296p. The Council, 744 Jackson Pl., N.W., Washington, D. C. '42. Excerpts. *Phi Delta Kappan* 24: 263 Feb '42; *Nation's Schools* 29: 26 Feb '42; *Educational Digest* 7: 17-23 Mar '42; *School Review* 50: 164-7 Mar '42

**AMERSON, Vera Mignon**

First-year accounting must assume more responsibility. *J Bus Ed* 17: 13-14 Mar '42

**ANDERSON, Maxine**

Problems in providing intensive training courses for the emergency program: clerical curriculum. *Review Bus Ed* 38: 15-16 Nov '41

**ANDREE, Robert G.**

Six errors about work experience. *Clearing House* 16: 518-20 May '42 (Prepared by J. Marshall Hanna. *Bus Ed Digest* 6: 167-8 Oct '42)

**ANDREWS, Benjamin R.**

Home economic date lines in consumer education. *Practical Home Economics* 19: 202-5 Je '41 (Prepared by McKee Fisk. *Bus Ed Digest* 6: 148-52 May '42)

**ANDREWS, Margaret E.**

The co-operative work project. *Bus Ed World* 22: 902-3 Je '42

**ANDRUSS, Harvey A.**

Keeping ahead of the auditor. *Bal Sheet* 23: 292-4 Mar '42

Problem-point tests in bookkeeping. *TS Bus Educ* 57-66 Apr '42

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What are you going to do about it? *Bus Ed Observer* 14: 17 Nov '42

**APPLICATIONS for positions**

An application letter should be a "best seller." Carlotta V. Cunning. *Bus Ed World* 22: 446 Jan '42

Planning a job-seeking campaign. Kathleen Berger. *Bal Sheet* 24: 160-1 Dec '42

Put more energy into job hunting. Velma L. Harvey. *Gregg W* 44: 498, 507-8 Je '42

To those going job hunting—especially you beginners. Etta Regina Oliver. *Gregg W* 44: 391-2, 394 Apr '42

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**ARCHER, Fred C.**

A study of the social security program. 14p. (Service bul no 3) Delta Pi Epsilon, Alpha chapter, New York univ. '42

**ARELL, Ruth**

Behind the scenes at P.A.A. *Gregg W* 44: 439-43 May '42

Meet two of the Seraphic Secretaries of America, Inc. *Gregg W* 45: 1-4 Sept '42 Millions for defense! *Gregg W* 44: 277-81 Feb '42

**ARITHMETIC, commercial**

Arithmetic in the business curriculum. Lucile Griscom. *M Bus Ed* 8: 11-13 Jan '42

Business arithmetic—where should it be placed. W. Clinton Compher. *Bus Ed Observer* 13: 28-9 May '42

The counting house. Milton Briggs and R. Robert Rosenberg. See numbers *Bus Ed World* Introducing the installment buying formula. J. Philip Bromley. *Bus Ed World* 22: 691-3 Apr '42

The organization and use of the unit in the arithmetic class. Ralph S. Frellick. Fifteenth yearbook *ECTA* 137-42 '42

Suggested methods of teaching business arithmetic. Esther P. Armstrong. *Bal Sheet* 24: 40-1 Sept '42

What the business arithmetic and merchandising teachers can do to relate problems of national defense to our present teaching procedures. Morris Laub and David A. Siegel. *High Points* 24: 33-8 Jan '42

**ARMSTRONG, Esther P.**

Suggested methods of teaching business arithmetic. *Bal Sheet* 24: 40-1 Sept '42

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After the war—what about business education? Paul S. Lomax. *Bal Sheet* 23: 387 May '42

The B.E.W. directory of business education fraternities. Marian W. Speelman. *Bus Ed World* 22: 435-6; 551-2 Jan-Feb '42

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What are you going to do about it? Albert D. Angell, jr. *Bus Ed Observer* 14: 17 Nov '42

**AURNER, R. R.**

Business correspondence. See numbers *Bal Sheet* Jan-May '42

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**BADER, Louis and Hotchkiss, G. B.**  
Marketing teachers view grade labeling. *J Bus Ed* 17: 17-18 Je '42

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A challenge to distributive education teachers. *N Bus Ed Q* 11: 29-30 Oct '42

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Use recordings for business teaching. *Bus Ed World* 22: 474-6 Feb '42

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**BANKS, Murray**  
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Cooperative distributive education comes to Millville. *J Bus Ed* 17: 27-9 Jan '42  
Job analysis basic to a course of study in distributive education. *Industrial Arts and Vocational Education* 31: 417-20 Dec '42  
The school and the consumer in the victory program. *Bus Ed Observer* 14: 19, 22-3 Nov '42

**BARBER, Anson B.**  
How many typewriters can you send? *N Bus Ed Q* 11: 8 Oct '42  
Regional vocational business schools. *Education* 62: 133-41 Nov '41 (Prepared by Alan C. Lloyd. *Bus Ed Digest* 6: 97-100 May '42)

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**BARNHART, Wilbur S.**  
A practical program for teaching office machines. *Bus Ed Digest* 6: 55-7 Mar '42

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Short cuts to clerical efficiency. (Prepared from *The Office Economist* Dec '41 by McKee Fisk. *Bus Ed Digest* 6: 132 May '42)

**BAST, M. L.**  
Adjusting, closing, and reversing entries. *Bal Sheet* 23: 310 Mar '42

**BATTIN, Charles T.**  
Culture and business education. *Bal Sheet* 24: 151-3 Dec '42

**BEACONS on business education**  
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**BEALL, Romona**  
The dictaphone and national defense. *N Bus Ed Q* 10: 31-2 Mar '42

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**BEDINGER, S. C.**  
Some suggestions for teaching shorthand. *J Bus Ed* 17: 13 May '42

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Consumer education surveys. *Western Illinois State Teachers College Quarterly* 22: 1-28 Sept '42

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**BENSON, Dudley W.**  
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Suggestions for the speed-up in defense training. *Bal Sheet* 23: 356 Apr '42

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**BENSON, Jonathan C.**  
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**BERINS, M. H.**  
Over the counter. *Connecticut Bus Educ* 1: 14-15 Sept '42

**BERRIMAN, Jane**  
Speed building in elementary typewriting. Fifteenth yearbook *ECTA* 381-6 '42

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Economy in vocational office practice during war time. *N Bus Ed Q* 10: 13-16, 51 Mar '42  
Vocational office practice. *J Bus Ed* 17: 19-20 Mar '42

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**BETZ, Clare M.**  
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**BILLETT, Roy O.**  
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**BLACKSTONE, Earl G.**

Evaluation of research techniques. *N Bus Ed Q* 10: 7-10, 36 May '42

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**BLACOW, J. David**

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